The Clorox Company Updated: 8-3-09



U.S. Pricing Actions from CY2005 - CY2009

Brand / Product	Average Increase	Effective Date
Home Care Clorox Clean-Up® cleaners Clorox Clean-Up® and Tilex® cleaners Pine-Sol® cleaners	5% 8% 13%	July 2005 January 2006 May 2008
Clorox Clean-Up [®] cleaners Formula 409 [®] , Tilex [®] , and Clorox [®] Disinfecting Bathroom cleaners Liquid-Plumr [®] products Clorox [®] Toilet Bowl Cleaner and Clorox [®] ToiletWand TM products	8% 12% 9% 8 – 13%	August 2008 August 2008 August 2008 August 2008
Laundry Clorox 2 [®] bleach for colors Clorox [®] liquid bleach Clorox [®] liquid bleach Clorox [®] liquid bleach	5% 9% 8% 10%	July 2005 July 2005 January 2006 August 2008
Glad Glad® trash bags GladWare® disposable containers Glad® food bags GladWare® disposable containers Glad® trash bags Glad® trash bags (rescinded May 2009) GladWare® disposable containers (rescinded April 2009) Glad® trash bags (rescinded December 2008)	13% 12% 7% 9% 15% 7% 7% 10%	February 2005 February 2005 August 2005 January 2006 February 2008 February 2008 October 2008
Litter Cat litter Cat litter Cat litter Cat litter	5% 6% 7 – 8%	October 2005 June 2006 August 2008
Food Hidden Valley Ranch [®] salad dressing Hidden Valley Ranch [®] salad dressing	6% 7%	October 2007 August 2008
Charcoal Match Light® charcoal Kingsford® lighter fluid Charcoal and lighter fluid Charcoal Charcoal and lighter fluid	6% 10% 4 – 8% 6% 7 – 16%	January 2006 January 2006 January 2007 January 2008 January 2009
Brita Brita [®] pour-through filters Brita [®] pitchers	7% 5%	January 2006 January 2006
Auto Armor All® and STP® auto-care products STP® functional fuel products Armor All® and STP® auto-care products Armor All® and STP® auto-care products	9% 17% 5 – 7% 5 – 10%	January 2006 October 2006 January 2008 January 2009

- Average % increase reflects brand averages rounded to the whole percent. Individual SKUs vary versus the average.
- This communication reflects pricing actions on primary items.